

***IDEAS WANTED.***

**NEW PUBLIC-PRIVATE VENTURES  
FOR KING COUNTY PARKS AND  
POOLS**



**King County**

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## **NEW PUBLIC-PRIVATE VENTURES FOR KING COUNTY PARKS AND POOLS**

**RFI & P Issued October 19, 2004.**

**Responses due by November 5, 2004, 2:00 pm**

### **I. - IDEAS WANTED**

King County Parks is the #1 Regional Parks provider and boasts more than 6 million visitors annually to its 25,000 acres of parks, pools, trails, open space and natural lands. King County Parks has been implementing a transition plan that calls for a new “way of doing business”. The *US Bank Concerts at Marymoor*, naming rights at the *Group Health Velodrome*, the nationally acclaimed *Cougar Mountain Trail Running Series* and the opening of a nationally branded restaurant (*SUBWAY*) at the Weyerhaeuser King County Aquatic Center are all testaments to this “new way of doing business”.

This Request for Ideas and Proposals (“RFI&P”) seeks concrete concepts and proposals that create quality amenities and opportunities for parks users and generate revenue in support of King County Parks. This RFI & P is issued each Fall to allow similar or competing proposals to be evaluated during the same timeframe. King County Parks may and will accept proposals throughout the year and may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of King County.

- Visit [www.dnr.metrokc.gov/parks/partnership/](http://www.dnr.metrokc.gov/parks/partnership/) for a PDF of our Partnership for Parks brochure
- Visit [www.metrokc.gov/parks](http://www.metrokc.gov/parks) for a complete listing of King County Park's facilities, programs and events.

### **II. - ELIGIBLE PROPOSERS**

Any for-profit or nonprofit entity is eligible to respond to this RFI&P. In addition, any individual or groups of individuals – other than King County employees – are eligible to respond to this RFI&P.

### **III. - CATEGORIES**

King County Parks has identified several revenue-generating categories for which it seeks specific proposals. ***We also highly encourage respondents to submit creative proposals of their own in addition to those identified in this request.***

#### **A. Development of Park Amenities**

- 1. Restaurant, Deli's, Coffee Houses, Cafes.** This includes but is not limited to constructing, adapting and renovating new or existing facilities

to accommodate full service restaurants, kiosk locations, bistro style cafes, etc. to generate food and beverage sales at:

- Clise Mansion – Marymoor Park, Redmond
- Clise Mansion – East Garden/Gazebo, Redmond
- East Marymoor Park, Redmond
- Cottage Lake Park, Woodinville
- Fall City Park, Fall City
- Dockton Park, Dockton – Vashon Island
- Weyerhaeuser King County Aquatic Center, Federal Way
- Tolt MacDonald Park, Carnation

**2. Sports, athletic, active use amenities.** This includes but is not limited to batting cages, water play features, extreme sports facilities, indoor tennis center, golf facilities, athletic fields, BMX or Motocross facilities, etc. Specifically:

- **Water Parks (indoor, outdoor)** – Construct a facility that would offer water slide, wave pool(s), water attractions and other features, concession stand(s), parking areas, etc
- **Extreme Park** – Construct a facility or several facilities incorporating extreme sports such as skateboarding, in-line skating, motocross, BMX, climbing, etc.
- **Batting Cages** – Batting cages at several locations with multiple lit softball/baseball fields.

**3. Specialty, Peripheral, Retail Facilities:** Including but not limited to spa and resort facilities, dog-related amenities, camping, retail and rental facilities, etc. Specifically:

- **Day spa or resort** - Construct a new facility or renovate/adapt an existing facility to accommodate a day spa, resort, hotel, retail, etc., at Marymoor Park,
- **Dog related facilities** – Construct a new facility or renovate/adapt a existing facility to accommodate dog day care, boarding, agility course, training, retail sales, veterinarian services, etc., at Marymoor Park near the Off-Leash Dog Area.
- **Recreational/leisure equipment sales and rental** - Construct a new facility, renovate/adapt an existing facility, or operate a temporary/mobile unit to rent or sell recreational equipment including in-line skates, bicycles, kayaks, canoes, bird watching equipment, climbing gear, gardening supplies, pet related supplies, etc., at Marymoor Park, Sammamish River Trail, Cedar River Trail, Fall City Park, etc.
- **Camping - RV, Yurt, Tenting** - Construct a new facility or renovate/adapt existing facilities/parks for use as Recreational Vehicle camping, yurt camping, tent or cabin camping as well as

sales and service of camping gear and equipment at Tolt MacDonald Park, Tanner Landing, Marymoor Park, King County Fairgrounds, Cougar Mountain Regional Wildland Park, etc.

B. Events, Naming Rights, Sponsorship, Advertising, Promotions.

More than six million people visit King County Parks each year. Parks and facilities such as the **King County Fairgrounds** in Enumclaw, 642 acre **Marymoor Park** near Redmond, 3,200 acre **Cougar Mountain Regional Wildland Park near** Issaquah, the **Weyerhaeuser King County Aquatic Center** in Federal Way are great places to host events, purchase advertising or operate special promotions.

1. **Events** – Plan, promote and implement events including but not limited to car shows, charity events, swap meets, juried craft exhibits, trade shows, boat shows, RV and camping exhibitions, tournaments, fashion shows, equestrian events, extreme sports competitions, singles events, corporate parties, etc.
2. **Naming Rights, Sponsorships** – Purchase naming rights to specific park facilities (*Group Health Velodrome*), secure title sponsorship of regional events (*US Bank Concerts at Marymoor, Pepsi Family Fourth of July*), etc.
3. **Advertising** – Including but not limited to more than 15 different park locations with ball field signage, pools, concession areas, scoreboards, etc. Many locations deliver more than 20 million impressions annually with excellent demographics  
Examples at [www.dnr.metrokc.gov/parks/partnership/](http://www.dnr.metrokc.gov/parks/partnership/)
4. **Promotions** - Including but not limited to special promotions, coupons, giveaways, etc. at the King County Fair and Fairgrounds, Weyerhaeuser King County Aquatic Center, Marymoor Park, etc.

IV. **SUBMISSION REQUIREMENTS**

- Proposals may not exceed a total of **15** pages.
- Proposals are due on or before 2:00pm **November 5, 2004**.

The County prefers that proposals be submitted via **e-mail** in an **MS word** attachment to [admin.parks@metrokc.gov](mailto:admin.parks@metrokc.gov).

- The subject line of the e-mail should contain the proposal category or categories (including “other”).
- Proposers will receive a confirming e-mail acknowledging the County's receipt of the submittal.

**Proposers are encouraged to visit the King County Parks Website [www.metrokc.gov/parks/](http://www.metrokc.gov/parks/) to view current information about the King County park system's facilities, programs and events.**

The County will also accept hard copies of proposals in lieu of e-mail. Hard copies must be mailed or hand-delivered to King County Procurement and Contract Services, 821 Second Avenue, 8<sup>th</sup> Floor, Seattle, WA 98104. All proposals should be addressed to the attention of Roy L. Dodman, Senior Buyer for King County Procurement and Contract Services. Hard copies that are mailed will be deemed received on the date that they are actually delivered to King County Procurement and Contract Services.

Proposals should contain the following information in the order indicated:

- Title
- Summary of proposal (not to exceed 100 words)
- Respondent name (individual, corporation, etc.)
- Contact person and phone number
- Description including project feasibility, suggested partnership structure, and a brief statement of respondent's credentials and/or experience with similar projects
- Outline of key agreement terms (not to exceed one page)
- Explanation of revenue and/or other benefits to King County Parks
- Anticipated County involvement, if any (administration, etc.)
- Timeframe for project implementation
- Other pertinent information

## **V. EVALUATION AND SELECTION**

King County Parks intends to select the proposals that it determines to be in the best interest of the public, based on the following criteria:

1. Projected revenue or other benefits to King County
2. Compatibility with the character of the individual park(s)
3. Feasibility and timing of implementation including any capital and/or permit issues
4. Experience and demonstrated success of respondents
5. Other available information

King County Parks may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of King County. King County Parks may negotiate final agreements with proposers that differ from the terms contained in their proposals. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable legal requirements. King County Parks may also reject any or all proposals, and this RFI&P process does not preclude King County Parks from entering into agreements using other procedures. By submitting a proposal, proposers agree to the terms of this RFI&P.

## **VI. QUESTIONS, ADDENDA, AND ADDITIONAL INFORMATION**

Questions should be submitted by October 28, 2004, to ensure that they can be answered prior to November 1, 2004. Questions must be submitted in writing,

preferably **via e-mail**, to Roy L. Dodman at [roy.dodman@metrokc.gov](mailto:roy.dodman@metrokc.gov). Questions may also be mailed to King County Procurement and Contract Services, Attn: Roy L. Dodman, 821 Second Avenue, 8<sup>th</sup> Floor, Seattle, WA 98104.

Proposers may check the County's website for addenda and answers to questions. The County will endeavor to post answers to questions submitted by October 28, 2004. Regular updates to the web site should occur by Friday morning of each week. Unfortunately, hard copies of answers and addenda cannot be mailed.

To the extent proposers need additional information that cannot be obtained prior to the submittal date of November 1, 2004, proposers may simply state their assumptions with respect to the needed information (e.g., this proposal assumes that there are x number of users annually at the facility.)

Interested parties may access the following information on the King County website at [http://www.metrokc.gov/finance/procurement/parks\\_2004.asp](http://www.metrokc.gov/finance/procurement/parks_2004.asp).

1. List of all park and pool facilities with addresses
2. List of sites with the most potential for parks concessions
3. Links to Marymoor Park, King County Aquatic Center, and the King County Fairgrounds websites (including maps and/or area layouts)

## **VII. SITE VISITS**

Interested parties may visit King County parks and recreation facilities as a member of the general public during regular business hours.

## **VIII. CONTRACTING**

Any proposer whose proposal is selected for a contract shall complete all required contract forms and documents as required by Federal, state and local law.

## **IX. A FINAL NOTE**

County Executive Ron Sims expresses his sincere appreciation for your interest in supporting King County Parks. Thank you and good luck!